

The Hindu

## **Chennai Corporation launches initiative to recycle beverage cartons**

Greater Chennai Corporation Commissioner G. Prakash launched the 'Take Me Back' initiative to recycle beverage cartons into useful items.

According to a press release, the initiative is expected to create consumer awareness about recycling of used beverage cartons.

### **Collaborative effort**

Dunzo will be the logistics partner by providing free doorstep pick-up of used cartons.

Used cartons will be sorted by women at the non-governmental organisation Arpanam Trust, which will help them with their livelihood. The collected cartons will be recycled into useful items and donated to less-privileged communities, in consultation with the Greater Chennai Corporation.

Special bins have been placed at all drop-off points across the city.

As part of this city-wide campaign, consumers will now have over 20 deposit points for their used beverage cartons at various retail stores across the city.

All collection centre details will be available at <http://www.takemebackcampaign.com>, according to the press release.